

**CLAIMS**

What is claimed is:

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1. A method for tracking distribution of an electronic work, comprising:

detecting a localized broadcast of an electronic work from a first player to a second  
player;

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accepting a distribution cookie from said first player at said second player with said  
broadcast of said electronic work;

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updating said distribution cookie with tracking information about said broadcast of said  
electronic work to said second player; and

responsive to detecting a network connection, providing said distribution cookie to a  
tracking server, such that localized broadcast distribution of said electronic work is tracked  
through gathering and analyzing said distribution cookie at said tracking server.

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2. The method according to claim 1 for tracking distribution of an electronic work, wherein detecting a localized broadcast of an electronic work further comprises:

detecting a wireless broadcast of said electronic work from a first player to a second  
5 player, wherein at least one from said first player and second player is a portable electronic device.

3. The method according to claim 1 for tracking distribution of an electronic work, wherein accepting a distribution cookie further comprises:

10 allowing playback of said electronic work at said second player only if a recipient at said second player accepts said distribution cookie.

4. The method according to claim 1 for tracking distribution of an electronic work, further  
15 comprising:

receiving said distribution cookie at said first player from a distribution server, wherein said distribution cookie identifies at least one from among said distribution server, a purchaser identification, a purchase identification, a time of purchase, a location of purchase, an incentive  
20 for distribution of said electronic work, and an incentive for purchase of said electronic work.

5. The method according to claim 1 for tracking distribution of an electronic work, further comprising:

updating said distribution cookie with a response by a recipient at said second player,

5 wherein said response comprises at least one from among a purchase of said electronic work, a rating of said electronic work, a review of said electronic work, a rating of a review of said electronic work, and a broadcast of said electronic work.

6. The method according to claim 1 for tracking distribution of an electronic work, further comprising:

10 broadcasting said electronic work with said distribution cookie from said second player to a next player; and

15 updating said distribution cookie with information about said broadcast of said electronic work to said next player.

7. The method according to claim 1 for tracking distribution of an electronic work, further comprising:

updating said distribution cookie with a plurality of electronic work ratings of a plurality  
5 of electronic works by a recipient at said second player.

8. The method according to claim 1 for tracking distribution of an electronic work, further comprising:

10 providing said distribution cookie to said tracking server, wherein said tracking server is enabled to gather and analyze said distribution cookie to determine at least one from among a rate of distribution of said electronic work, a marketing area in which said electronic work is favorably received, a purchase rate and history of said electronic work, a current rating response to said electronic work, and a current rating response to at least one comment about said  
15 electronic work.

9. The method according to claim 1 for tracking distribution of an electronic work, further comprising:

20 only providing said distribution cookie to said tracking server if a digital rights rule enables access by said tracking server to said distribution cookie.

10. The method according to claim 1 for tracking distribution of an electronic work, further comprising:

5 triggering a communication with said tracking server from a link specified in said distribution cookie.

11. A system for tracking distribution of an electronic work, comprising:

10 a second player detecting a first player locally broadcasting an electronic work;

said second player further comprising:

15 means for accepting a distribution cookie from said first player at said second player with said broadcast of said electronic work;

means for updating said distribution cookie with tracking information about said broadcast of said electronic work to said second player; and

20 means, responsive to detecting a network connection, for providing said distribution cookie to a tracking server enabled to analyze said distribution cookie.

12. The system according to claim 11 for tracking distribution of an electronic work, wherein said first player wirelessly broadcasts said electronic work.

5 13. The system according to claim 11 for tracking distribution of an electronic work, wherein at least one from among said first player and said second player is a portable computing system.

14. The system according to claim 11 for tracking distribution of an electronic work, wherein said means for accepting a distribution cookie further comprises:

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means for allowing playback of said electronic work at said second player only if a recipient at said second player accepts said distribution cookie.

15 15. The system according to claim 11 for tracking distribution of an electronic work, further comprising:

a distribution server that distributes said electronic work and said distribution cookie to said first player, wherein said distribution cookie identifies at least one from among said distribution server, a purchaser identification, a purchase identification, a time of purchase, a location of purchase, an incentive for distribution of said electronic work, and an incentive for purchase of said electronic work.

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16. The system according to claim 11 for tracking distribution of an electronic work, said second player further comprising:

5 means for updating said distribution cookie with a response by a recipient at said second player, wherein said response comprises at least one from among a purchase of said electronic work, a rating of said electronic work, a review of said electronic work, a rating of a review of said electronic work, and a broadcast of said electronic work.

10 17. The system according to claim 11 for tracking distribution of an electronic work, said second player further comprising:

means for broadcasting said electronic work with said distribution cookie from said second player to a next player; and

15 means for updating said distribution cookie with information about said broadcast of said electronic work to said next player.

18. The system according to claim 11 for tracking distribution of an electronic work, further comprising:

means for updating said distribution cookie with a plurality of electronic work ratings of a plurality of electronic works by a recipient at said second player.

19. The system according to claim 11 for tracking distribution of an electronic work, said tracking server further comprising:

means for analyzing said distribution cookie to determine at least one from among a rate of distribution of said electronic work, a marketing area in which said electronic work is favorably received, a purchase rate and history of said electronic work, a current rating response to said electronic work, and a current rating response to at least one comment about said electronic work.

20. The system according to claim 11 for tracking distribution of an electronic work, said second player further comprising:

means for only providing said distribution cookie to said tracking server if a digital rights rule enables access by said tracking server to said distribution cookie.



21. The system according to claim 11 for tracking distribution of an electronic work, said second player further comprising:

means for triggering a communication with said tracking server from a link specified in

5 said distribution cookie

22. A computer program product for tracking distribution of an electronic work, comprising:

a recording medium;

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means, recorded on said recording medium, for detecting a localized broadcast of an electronic work from a first player to a second player;

means, recorded on said recording medium, for accepting a distribution cookie from said

15 first player at said second player with said broadcast of said electronic work;

means, recorded on said recording medium, for updating said distribution cookie with tracking information about said broadcast of said electronic work to said second player; and

20 means, recorded on said recording medium, for providing said distribution cookie to a tracking server, responsive to detecting a network connection.

23. The computer program product according to claim 22 for tracking distribution of an electronic work, wherein detecting a localized broadcast of an electronic work further comprises:

5 means, recorded on said recording medium, for detecting a wireless broadcast of said electronic work from a first player to a second player, wherein at least one from said first player and second player is a portable electronic device.

24. The computer program product according to claim 22 for tracking distribution of an  
10 electronic work, wherein accepting a distribution cookie further comprises:

means, recorded on said recording medium, for allowing playback of said electronic work at said second player only if a recipient at said second player accepts said distribution cookie.

15 25. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

means, recorded on said recording medium, for receiving said distribution cookie at said first player from a distribution server, wherein said distribution cookie identifies at least one from  
20 among said distribution server, a purchaser identification, a purchase identification, a time of purchase, a location of purchase, an incentive for distribution of said electronic work, and an

incentive for purchase of said electronic work.

26. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

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means, recorded on said recording medium, for updating said distribution cookie with a response by a recipient at said second player, wherein said response comprises at least one from among a purchase of said electronic work, a rating of said electronic work, a review of said electronic work, a rating of a review of said electronic work, and a broadcast of said electronic work.

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27. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

15 means, recorded on said recording medium, for broadcasting said electronic work with said distribution cookie from said second player to a next player; and

means, recorded on said recording medium, for updating said distribution cookie with information about said broadcast of said electronic work to said next player.

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28. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

means, recorded on said recording medium, for updating said distribution cookie with a plurality of electronic work ratings of a plurality of electronic works by a recipient at said second player.

29. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

means, recorded on said recording medium, for providing said distribution cookie to said tracking server, wherein said tracking server is enabled to gather and analyze said distribution cookie to determine at least one from among a rate of distribution of said electronic work, a marketing area in which said electronic work is favorably received, a purchase rate and history of said electronic work, a current rating response to said electronic work, and a current rating response to at least one comment about said electronic work.

30. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

means, recorded on said recording medium, for only providing said distribution cookie to

5 said tracking server if a digital rights rule enables access by said tracking server to said distribution cookie.

31. The computer program product according to claim 22 for tracking distribution of an electronic work, further comprising:

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means, recorded on said recording medium, for triggering a communication with said tracking server from a link specified in said distribution cookie.

32. A method for responding to distribution of a wirelessly broadcast electronic work, comprising:

receiving at least one distribution cookie for an electronic work from a portable electronic

5 player at which said electronic work was received during a wireless broadcast, wherein said distribution cookie identifies a distribution path of devices from an original supplier of said electronic work to said player;

calculating a rate of distribution of said electronic work from said original supplier to said

10 player; and

identifying a rating for said wirelessly broadcast electronic work in comparison with a rate of distribution of at least one other wirelessly broadcast electronic work, such that by tracking a distribution of a wirelessly broadcast electronic work a rating for that work is

15 identified.

33. The method according to claim 32 for responding to distribution of a wirelessly broadcast electronic work, further comprising:

comparing said rate of distribution of said electronic work for a first region identified by a

5 first distribution cookie with a rate of distribution of said electronic work for a second region identified by a second distribution cookie; and

identifying a rating for said wirelessly broadcast electronic work from a difference between said rate of distribution in said first region and said second region.

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34. The method according to claim 32 for responding to distribution of a wirelessly broadcast electronic work, further comprising:

distributing said rating for said wirelessly broadcast electronic work to a plurality of

15 players enabled to wirelessly broadcast said electronic work.

35. The method according to claim 32 for responding to distribution of a wirelessly broadcast electronic work, further comprising:

20 adjusting electronic advertising for said electronic work in a region in which said distribution path occurred according to said rating for said electronic work.

36. The method according to claim 32 for responding to distribution of a wirelessly broadcast electronic work, further comprising:

5       calculating an electronic payment to compensate at least one recipient of said electronic work within said distribution path, responsive to at least one recipient effectively promoting said electronic work through wireless broadcast of said electronic work.

37. A method for providing incentives to distribute an electronic work, comprising:

10       distributing an electronic work to a user at a first player with a distribution cookie for tracking a wireless broadcast distribution path of said electronic work;

15       retrieving said distribution cookie from at least one player that received a wireless broadcast of electronic work along said wireless broadcast distribution path; and

20       providing said user at said first player with an electronic compensation based on the effectiveness of distribution of said electronic work by said user as recorded by said distribution cookie.



38. A method for tracking responses to a wirelessly broadcast electronic work, comprising:

distributing an electronic work to a first player with a distribution cookie for tracking a wireless broadcast distribution path of said electronic work and any responses by recipients of said electronic work along said wireless broadcast distribution path;

retrieving said distribution cookie from at least one player that received a wireless broadcast of said electronic work along said wireless broadcast distribution path; and

analyzing said distribution cookie to determine at least one from among a distribution rate of said electronic work, a region of distribution of said electronic work, a rating average for said electronic work from ratings by said recipients of said electronic work, a rating of reviews attached to said distribution cookie by any of said recipients of said electronic work, and any purchases of said electronic work made by any of said recipients of said electronic work.

39. The method according to claim 38 for tracking responses to a wirelessly broadcast electronic work, further comprising:

adjusting a value of an electronic coupon for purchasing said electronic work available to said recipients of said electronic work based on said analysis of said distribution cookie.

40. The method according to claim 38 for tracking responses to a wirelessly broadcast electronic work, further comprising:

distributing said analysis of said distribution cookie to a plurality of analysis subscribers.

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41. A method for providing an incentive to review wirelessly broadcast electronic works, comprising:

distributing an electronic work to a first player with a distribution cookie for tracking a  
10 wireless broadcast distribution path of said electronic work and any responses by recipients of said electronic work to a review of said electronic work, wherein one of said recipients adds said review of said electronic work to said distribution cookie;

retrieving said distribution cookie from at least one player that received a wireless  
15 broadcast of said electronic work along said wireless broadcast distribution path; and

analyzing said distribution cookie to determine a review rating for said review of said electronic work by said recipients; and

20 compensating said one of said recipients that added said review if said review contributed to a favorable level of distribution of said electronic work.